

# A Modern Recruiter's Toolkit

*Discover the 21 technologies that will  
take your skills to the next level*

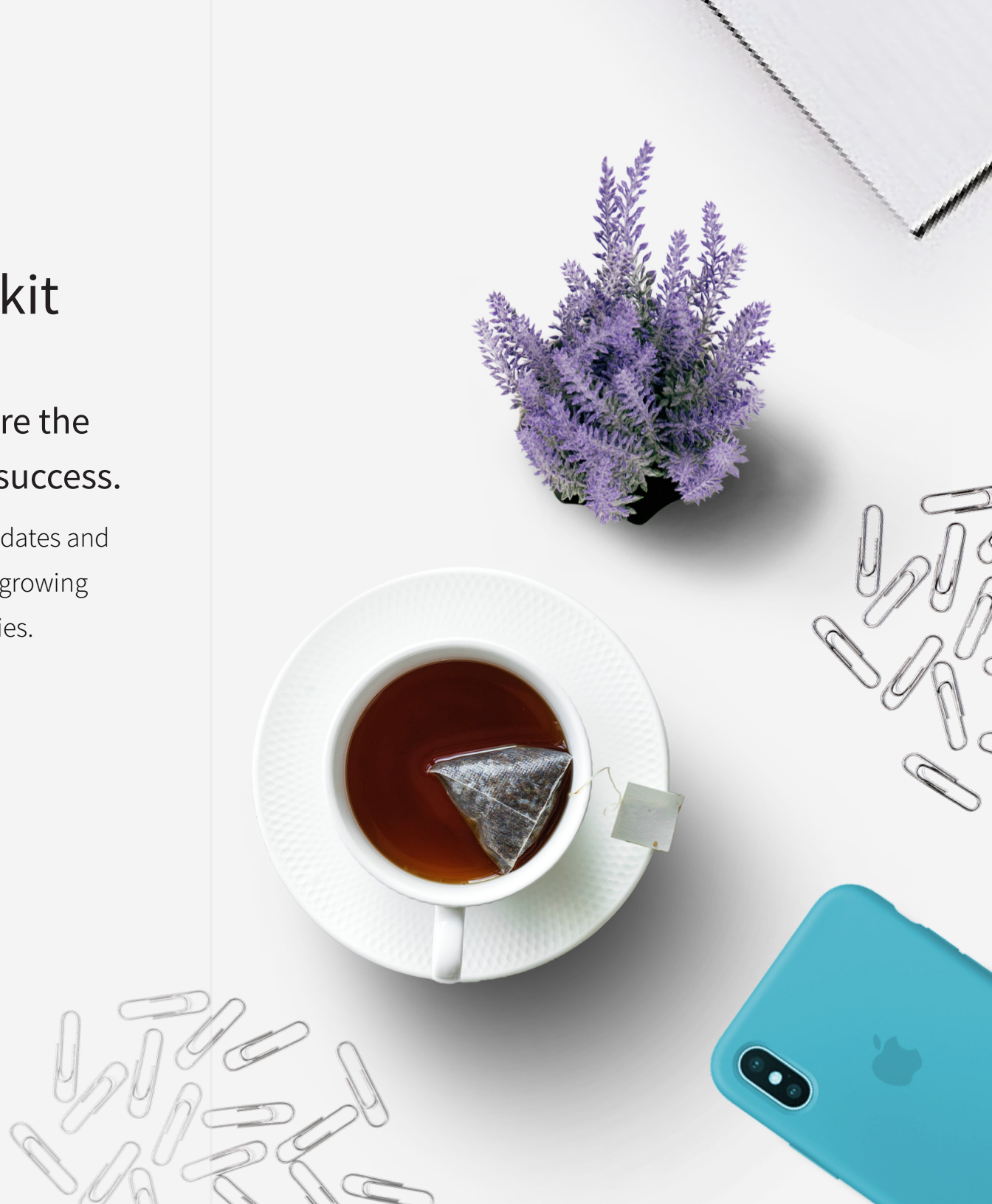


# Welcome to the toolkit

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Recruiting is evolving, and so are the skills that add up to recruiting success.

Recruiters who are able to source top candidates and fill open roles quickly are the ones who are growing their skill sets and adopting new technologies.



# Meet the LinkedIn recruiters

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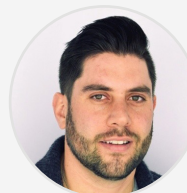
See what LinkedIn recruiting experts say are the **six most essential skills** needed to be successful as a modern recruiter, plus discover the innovative tools that they can't live without.



ELIZABETH CATHERWOOD

*Senior Talent Acquisition*

Elizabeth supports the LinkedIn Global Sales Organization for North America. She has over 25+ years of recruiting experience with global companies including IBM, Deloitte, Dell, and PepsiCo building and managing centralized sourcing teams. She holds a degree in business from Gibbs College, Boston.



GABE NAFTOLIN

*Senior Recruiter*

Gabe is a segment lead with LinkedIn Talent and Learning Solutions businesses focused primarily on hiring sales talent for the Canadian market and Global Accounts teams. He holds a postgraduate degree in Human Resources Management as well as a B.A. in Labor Market Studies and has eight years of experience in both corporate and agency recruitment.



CATHY BROVELLI

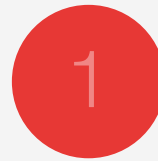
*Senior Talent Partner*

Cathy oversees recruitment efforts for sales strategy and operations. Prior to LinkedIn, Cathy spent over 10 years at Accenture where she oversaw the growth and recruitment for their Corporate Function organizations and seven years in recruitment and HR positions at JP Morgan Chase.



## The six skills

See what the experts say are the most important skills to master recruiting in the digital age.



### SOURCING

Find seemingly unfindable candidates, in less time, with innovative technology



### COMMUNICATION

Utilize effective strategies to make your message stand out



### PROJECT MANAGEMENT

Minimize the chaos related to the recruiting process and managing a heavy load of applicants



### MARKETING

Use modern tools to build your talent brand and get candidates to come to you



### SOCIAL MEDIA SAVVY

Reach new talent pools by creating a strong online presence



### DATA DRIVEN

Use talent insights to build credibility as a trusted advisor





# Sourcing

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In an increasingly competitive talent environment, you need to be able to find candidates faster in order to win.

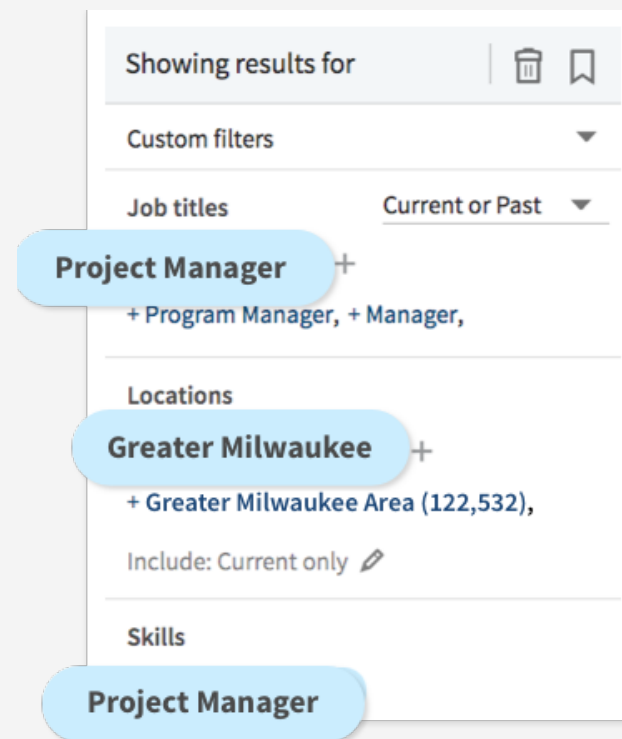
With tools like [LinkedIn Recruiter](#) and [Pipeline Builder](#), you'll be able to find even the seemingly unfindable candidates, in less time. Plus with [LinkedIn Jobs](#), you can access 560+ million members, most of whom aren't on job boards.





## LINKEDIN RECRUITER

# Find candidates fast

With [LinkedIn Recruiter's](#) advanced search capabilities and 560+ million members on LinkedIn, you can home in on top candidates faster than with other sourcing tools and uncover hidden talent. In fact, [75% of recruiters](#) say they are more successful because of LinkedIn Recruiter.



Showing results for |  


Custom filters ▾

Job titles Current or Past ▾

**Project Manager** +  
+ Program Manager, + Manager,

Locations


**Greater Milwaukee** +  
+ Greater Milwaukee Area (122,532),

Include: Current only 

Skills

**Project Manager**

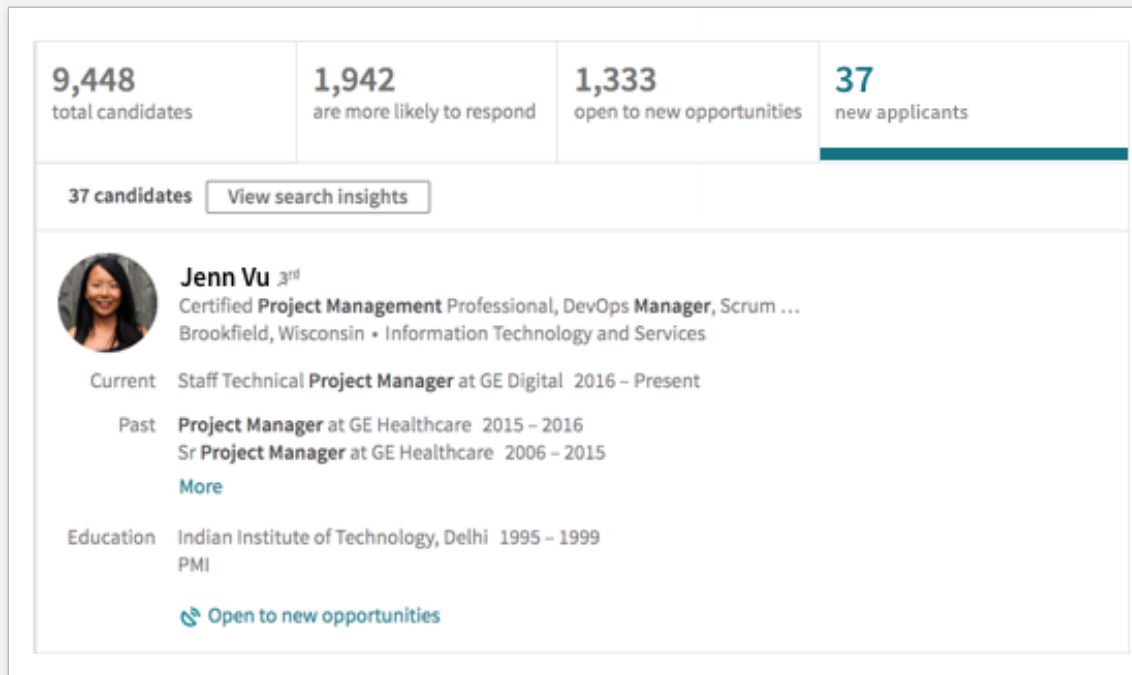
## EXPERT TIPS

- ✓ **Take advantage of 40+ search filters:** Easily home in on top candidates by title, location, experience, education, employment type, and more.
  - ✓ **Search based on your ideal candidate:** Use the “find more people like” feature to create a search based on a highly qualified candidate.
  - ✓ **Use smart search:** Let LinkedIn do the work for you; we suggest search terms to help you find the right candidates for your role, especially helpful if you're not sure what terms you might be missing.
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## LINKEDIN RECRUITER

# Find warm leads easily

After running a search in [Recruiter](#), you'll see spotlights above your results. These insights help you identify candidates who are more likely to engage, so you can prioritize who to reach out to.



The screenshot displays the LinkedIn Recruiter interface with search results. At the top, there are four summary boxes: '9,448 total candidates', '1,942 are more likely to respond', '1,333 open to new opportunities', and '37 new applicants'. Below these, a bar highlights '37 candidates' with a 'View search insights' button. The first candidate profile shown is for Jenn Vu, a Certified Project Management Professional, DevOps Manager, and Scrum Master. Her current role is Staff Technical Project Manager at GE Digital (2016–Present). Past roles include Project Manager at GE Healthcare (2015–2016) and Sr Project Manager at GE Healthcare (2006–2015). She has a degree from the Indian Institute of Technology, Delhi (1995–1999) and is a PMI member. A blue icon and text indicate she is 'Open to new opportunities'.

Metric	Value
total candidates	9,448
are more likely to respond	1,942
open to new opportunities	1,333
new applicants	37

37 candidates [View search insights](#)

**Jenn Vu** <sup>3rd</sup>  
Certified **Project Management** Professional, DevOps **Manager**, Scrum ...  
Brookfield, Wisconsin • Information Technology and Services

**Current** Staff Technical **Project Manager** at GE Digital 2016 – Present

**Past** **Project Manager** at GE Healthcare 2015 – 2016  
Sr **Project Manager** at GE Healthcare 2006 – 2015  
[More](#)

**Education** Indian Institute of Technology, Delhi 1995 – 1999  
PMI

[Open to new opportunities](#)

## EXPERT TIPS

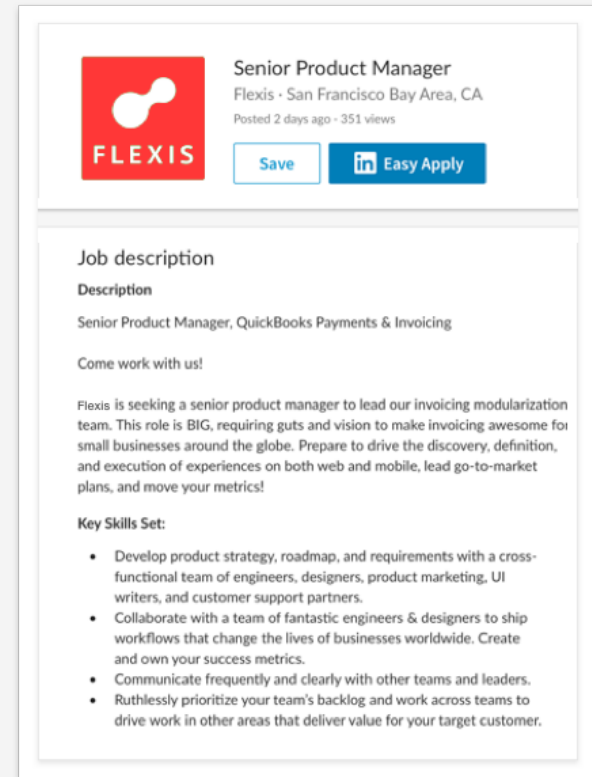
- ✓ **Tap into talent who are most likely to respond.** This [spotlight](#) features candidates based on relationships, affinity with your company, and past recruiting activities.
- ✓ **Easily reach people who've shown they're open to new opportunities,** applied to previous jobs, or engaged with your company on LinkedIn.
- ✓ **Connect with candidates** who have 1st-degree connections with your company's employees.



## LINKEDIN JOBS

# Reach relevant candidates

Attract the right people by matching your open role to the most relevant active and passive candidates you can't find anywhere else. With [LinkedIn Jobs](#), you get targeted advertising where jobs are promoted to the right people on the LinkedIn homepage, on your Career Pages, and via email. Plus it's easy to discover who has viewed and applied to your jobs.



The screenshot shows a LinkedIn job posting for Flexis. At the top is the Flexis logo, a red square with a white circle and the word 'FLEXIS' in white. To the right of the logo, the job title 'Senior Product Manager' is displayed, followed by the location 'Flexis · San Francisco Bay Area, CA' and the posting details 'Posted 2 days ago · 351 views'. Below this are two buttons: a blue 'Save' button and a blue 'Easy Apply' button with the LinkedIn logo. The main content area is titled 'Job description' and contains a 'Description' section with the text 'Senior Product Manager, QuickBooks Payments & Invoicing' and 'Come work with us!'. Below this is a paragraph about Flexis seeking a senior product manager to lead their invoicing modularization team. At the bottom is a 'Key Skills Set' section with a bulleted list of requirements.

**Senior Product Manager**  
Flexis · San Francisco Bay Area, CA  
Posted 2 days ago · 351 views

[Save](#) [Easy Apply](#)

**Job description**

**Description**

Senior Product Manager, QuickBooks Payments & Invoicing

Come work with us!

Flexis is seeking a senior product manager to lead our invoicing modularization team. This role is BIG, requiring guts and vision to make invoicing awesome for small businesses around the globe. Prepare to drive the discovery, definition, and execution of experiences on both web and mobile, lead go-to-market plans, and move your metrics!

**Key Skills Set:**

- Develop product strategy, roadmap, and requirements with a cross-functional team of engineers, designers, product marketing, UI writers, and customer support partners.
- Collaborate with a team of fantastic engineers & designers to ship workflows that change the lives of businesses worldwide. Create and own your success metrics.
- Communicate frequently and clearly with other teams and leaders.
- Ruthlessly prioritize your team's backlog and work across teams to drive work in other areas that deliver value for your target customer.

## EXPERT TIPS

Hiring three or more people throughout the year? You'll want to have [Job Slots](#), which offers:

- ✓ **Flexibility:** Swap open job posts throughout the year and make unlimited edits.
- ✓ **Cost savings:** Customers who hire for multiple roles throughout the year tend to save money by subscribing to a Job Slot instead of purchasing multiple job posts.
- ✓ **Management tools:** Integrate with Recruiter to collect and manage applicants.

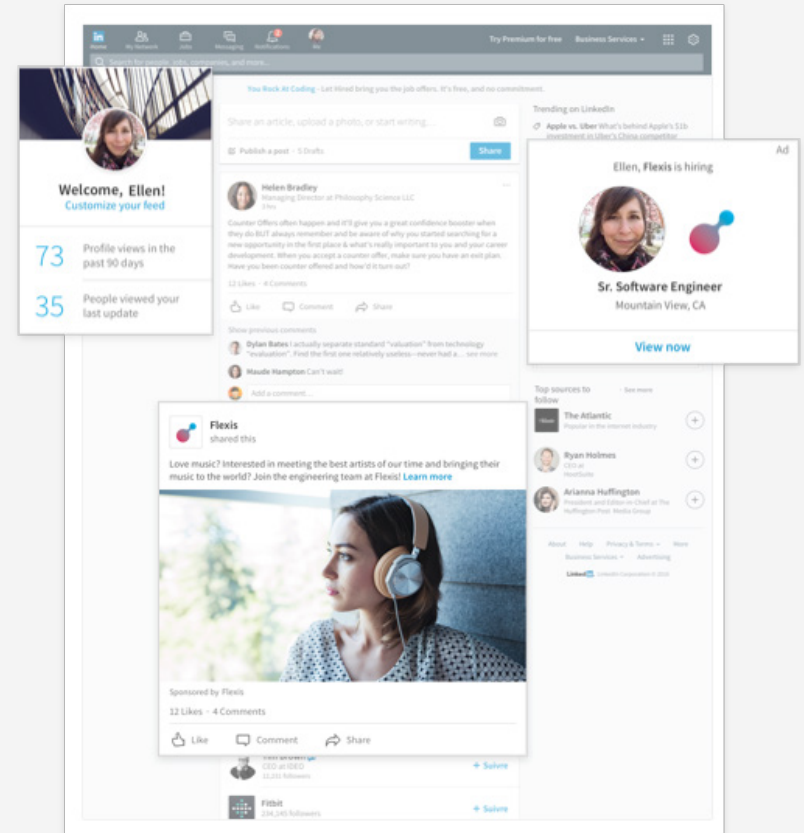




## PIPELINE BUILDER

# Get a steady stream of high-quality leads

Create a talent pipeline for your most important opportunities and for when you're hiring a lot of roles in a short amount of time. Candidates can share their contact information with a click of a button to express interest in your opportunities, so you can easily connect with qualified and interested talent.



## EXPERT TIPS

- ✓ **Reach new talent:** 86% of leads generated through Pipeline Builder haven't previously engaged with your company.
- ✓ **Fill your pipeline:** Use personalized Sponsored Updates and Recruitment Ads to automatically reach candidates for your high-priority, high-volume, or hard-to-fill roles.
- ✓ **Excite potential candidates:** Tailor content to your ideal audience and bring your role and company to life with personalized landing pages.



# Communication

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With a limited amount of time to make a strong impression, you need to be able to set yourself apart.

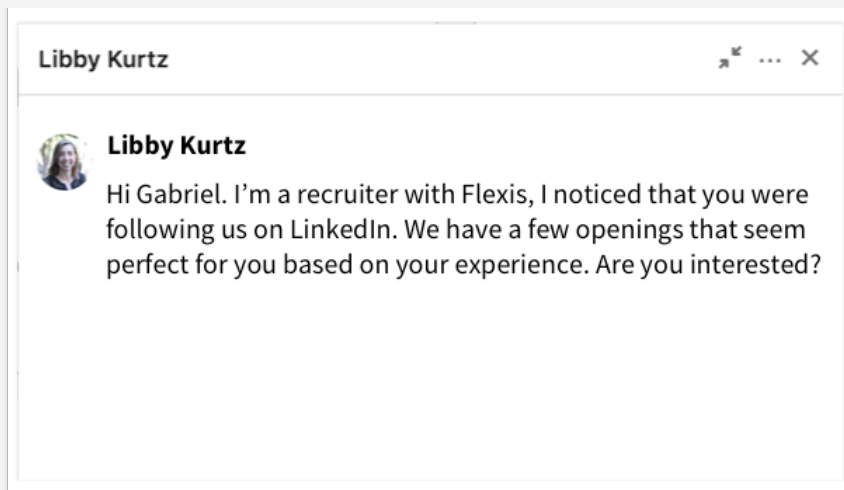
With [InMail](#), the LinkedIn messaging platform, response rates are up [45%](#) year-over-year, making it a great tool to reach out to candidates. In this section, you'll get tips from our top recruiters on reaching candidates and maximizing engagement. Plus you'll learn about other time-saving tools like [Scheduler](#) and [Connectifier](#) that make connecting with talent even easier.



## INMAIL

# Effective candidate outreach

Reach out to any of the 560+ million LinkedIn members. The best part about [InMail](#)? Response rates are 3x higher than email.



## EXPERT TIPS

- ✓ **Templates:** Pick a ready-made template to make reaching out quick and easy.
- ✓ **One too many:** Send batches of up to 25 InMail messages at once to save time.
- ✓ **Measure your results:** Easily track your response rate and performance over time, what kinds of candidates respond the most (based on time in role, schools, etc.), and how your response rate compares to industry benchmarks.



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## INMAIL

# Getting candidates to respond with InMail

In order to improve your chances of getting a response via [InMail](#), make sure you use compelling subject lines and apply the following steps. For the best and worst InMail examples, read this [guide](#).

# 1

You're [21%](#) more likely to get a response from a candidate when you send an InMail to someone who shares a LinkedIn group with you.

# 2

Referencing a former employer you have in common increases your chances of getting an InMail response by [27%](#).

# 3

People who follow your company on LinkedIn are [81%](#) more likely to respond to your InMail than those who don't.

# 4

Between [9 am and 10 am](#) local time (for the recipient) on either Tuesday or Wednesday, is the best time to send.



## RECRUITER SCHEDULER\*

# Give candidates an easy way to schedule time with you

The [LinkedIn Recruiter Scheduler](#) feature syncs with Office 365 or Google Calendar to automatically show your free times via InMail. That way you can save time while creating a delightful experience for your candidates.

**Scheduler settings**

**How long do meetings last by default?**  
You can customize this for each invitation you send  
30 minutes

**How many days of availability can candidates view?**  
Candidates can view my availability for an indefinite period of time

Don't allow same day meetings On ☒

**What is your preferred time zone?**   
(GMT-07:00) Pacific Time

**Weekly availability**

Sunday	OFF	+
Monday	9:00 am - 5:00 pm	×
Tuesday	9:00 am - 5:00 pm	×
Wednesday	9:00 am - 5:00 pm	×
Thursday	9:00 am - 5:00 pm	×
Friday	9:00 am - 5:00 pm	×
Saturday	OFF	+

Cancel Save settings

Your scheduler is currently synced with **Google Calendar**  
[Change calendar](#)

## EXPERT TIPS

- ✓ **Don't worry if your schedule changes:**  
You can always see a real-time list of screenings on your synced calendar – no additional tools required. Plus candidates can easily see open slots and book their own interviews.

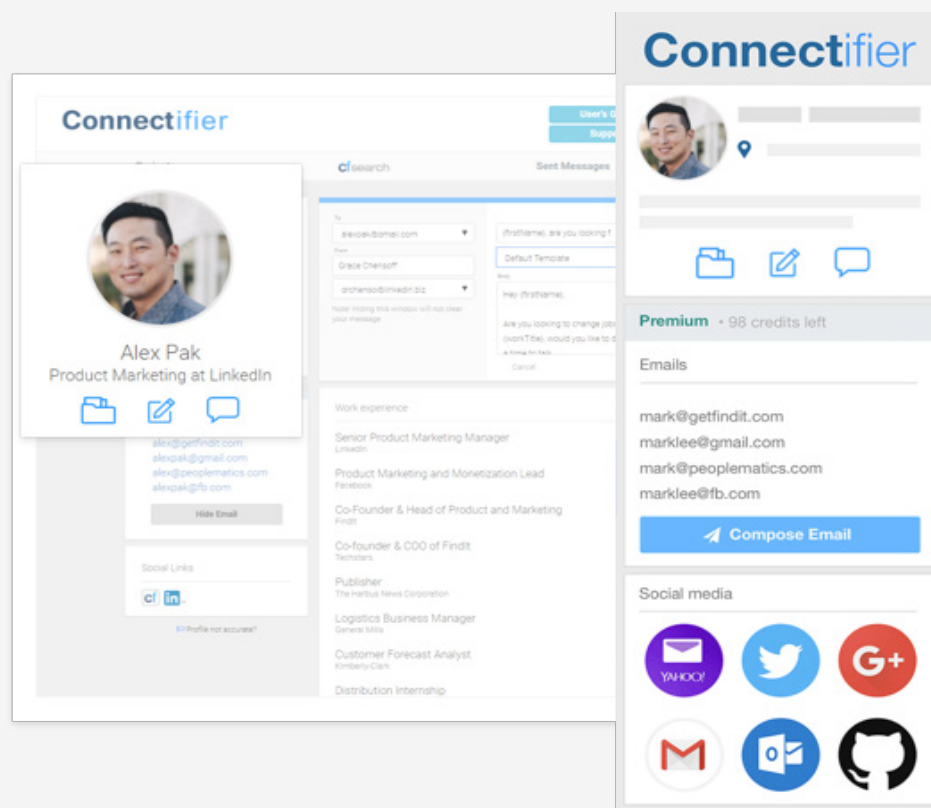
*\*Available in the US only at this time.*

CONNECTIFIER\*

# Easy cross-platform engagement

See more [accurate profile matches](#) and complete profile data than ever before, so you can engage with candidates through multiple touchpoints.

*\*Available in the US only, but international rollout is expected soon.*



## EXPERT TIPS

- ✓ **Connect with candidates across channels via LinkedIn InMail, email, or another social channel:** Many recruiters who leverage both [InMail](#) and email have seen increases in candidate responses by up to 50%.
- ✓ **Who likes bouncing back and forth between browser windows?** Use a browser extension pop-up sidebar to easily access email addresses and social links.
- ✓ **Access deeper insights:** To better personalize your message and build rapport with candidates, click on social profile links to learn more about their interests.



# Project Management

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Juggling a heavy workload and multiple open roles in parallel is no easy task.

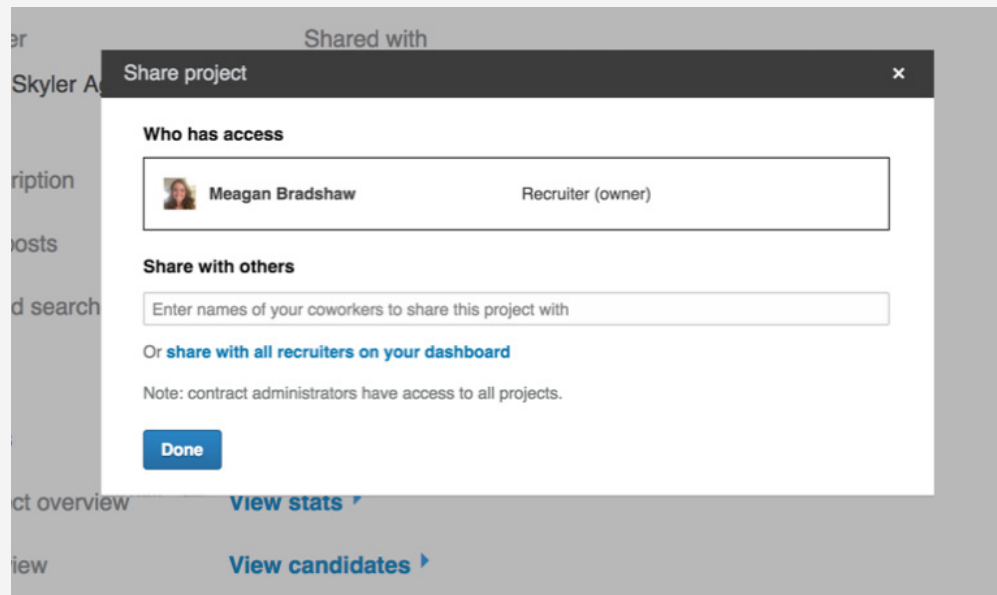
To be as successful as possible, you need the right set of tools to help you manage your talent pipeline efficiently, communicate seamlessly, and streamline processes as much as possible. With [LinkedIn Recruiter](#), you can easily share project folders, create statuses and tags to do just that. Additionally, by integrating LinkedIn Recruiter with your [Applicant Tracking System \(ATS\)](#), your talent acquisition team can access data across systems without toggling between browsers.



## LINKEDIN RECRUITER

# Share project folders

It's critical to manage your relationship with your hiring managers, and having access to the same candidate information is key. You can [share a project](#) (which can include candidates for a specific role, their status, and more) in [LinkedIn Recruiter](#).



## EXPERT TIPS

- ✓ **Share information for similar positions** with fellow recruiters in your company to scale recruiting efforts. Work won't be repeated and the same prospects aren't touched for the same opening.
- ✓ **Share prospects with your key stakeholders** so they can review and rate candidates. This can help you build the most relevant pipeline of talent based on their needs.
- ✓ **Opt to receive regular email updates** that highlight important activity and outstanding to-do items to keep your team and hiring managers in the loop.

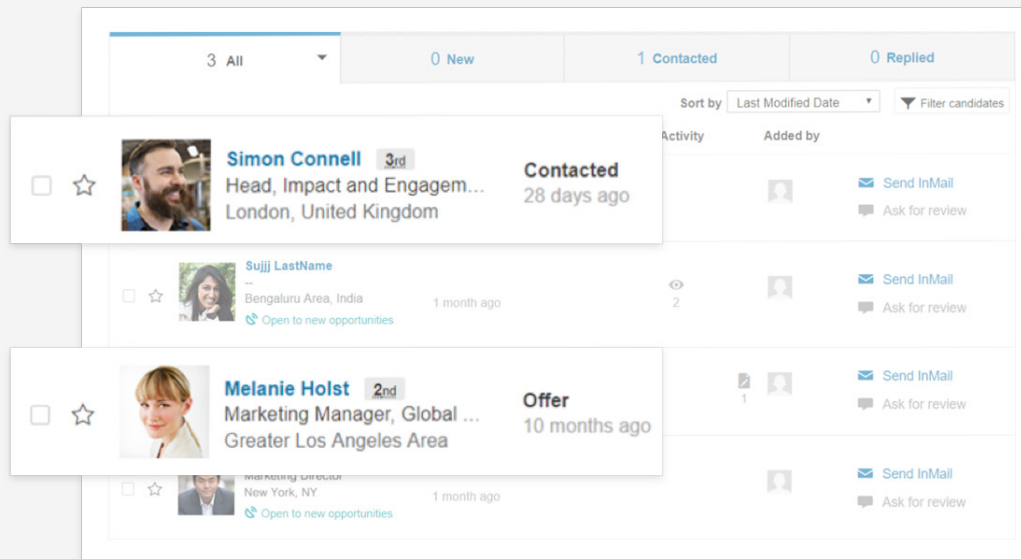




## LINKEDIN RECRUITER

# Track candidate status

You might be keeping an eye on a ton of candidates, waiting to hear back from a few dozen more, and had a few people go through a first interview. [Set up statuses](#) in Recruiter, so you and your team can easily keep track of where candidates are in the process (and where any bottlenecks might be).



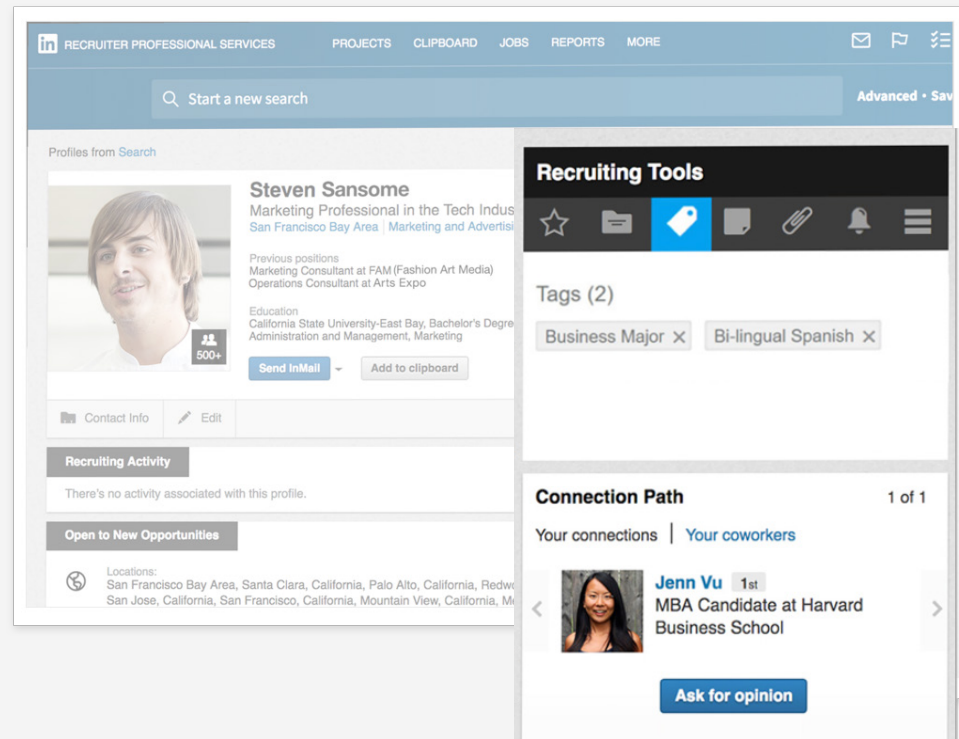
## EXPERT TIPS

- ✓ **Easily communicate with your whole team:** You don't want to flood a prospective candidate with InMails from multiple recruiters on the team. By applying a status, you can make sure that everyone is on the same page without having to reach out to each person individually.
- ✓ **Statuses are a great tool to manage your employer brand:** By setting up "Hired," "Rejected," and "Followed-Up" statuses, you can remember to always follow up with everyone once a position has been filled.

## LINKEDIN RECRUITER

# Manage your pipeline with custom tags

With [LinkedIn Recruiter](#), you can [tag your candidates](#) based on categories to make it easy to search next time you're looking for a particular type of candidate.



## EXPERT TIPS

- ✓ **Add custom tags to profiles** in Recruiter of the common categories you source for (skills, specialties, positions, etc.). Then, filter your searches or saved profiles by those tags.
- ✓ **Get creative with your tags:** For example, label with “Will Relocate” for non-local candidates or “Silver Medalist” for the runner up in case something falls through with your first choice. You can even mirror the tags you’re using in a separate Applicant Tracking System (ATS) for consistency.

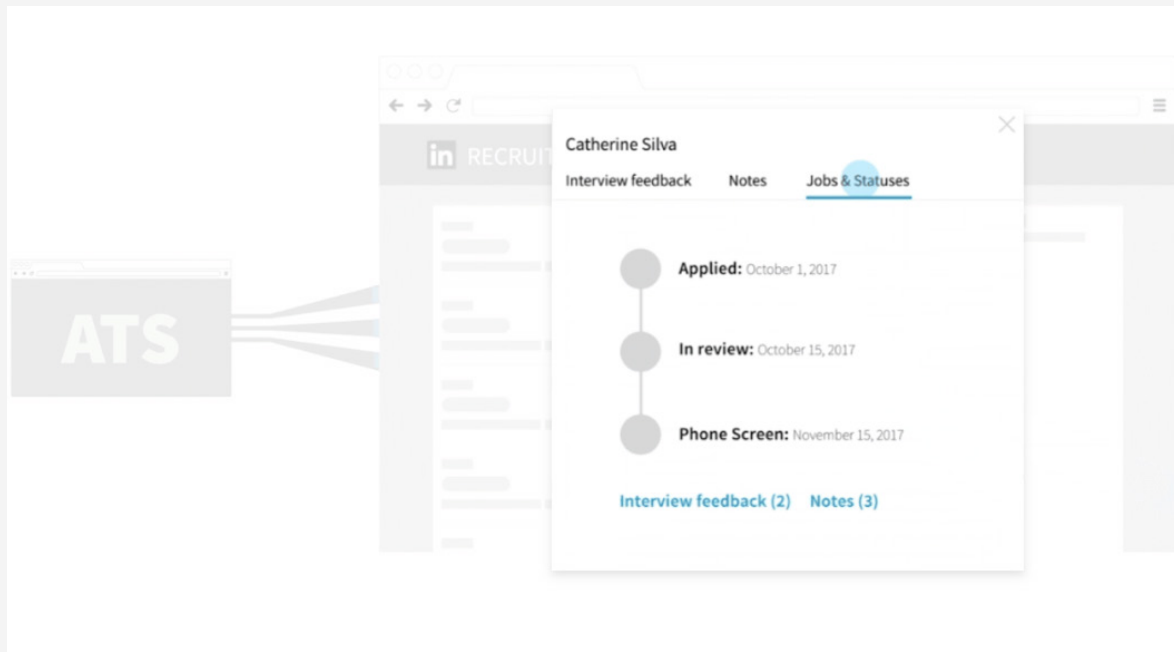




## RECRUITER SYSTEM CONNECT

# Streamline your process

By [integrating LinkedIn Recruiter](#) with your Applicant Tracking System (ATS), your talent acquisition team can seamlessly access data across various systems versus bouncing between tabs. You'll be able to uncover new insights about potential candidates, more effectively manage candidate pipelines, and boost your productivity.



## EXPERT TIPS

- ✓ **Add candidates** from LinkedIn Recruiter to your ATS in a single click.
- ✓ **Get a comprehensive view** of candidates' LinkedIn profiles inside your ATS, as well as LinkedIn Recruiter notes and InMail history.



# Marketing

Building your company brand is a great way to draw candidates to you versus always being on the search.

With [LinkedIn Career Pages](#), you can highlight what makes your company great and help paint a picture of what it's like to work there.

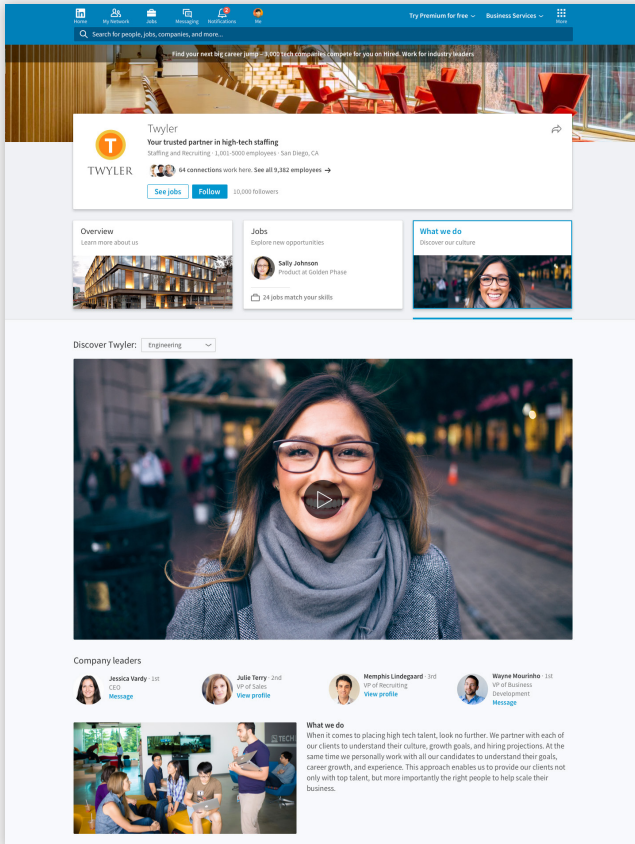
Plus, discover how you can broaden the reach of your company and your jobs with [Recruitment Ads](#).



## LINKEDIN CAREER PAGES

# Make your company stand out

Make your employer brand shine with [LinkedIn Career Pages](#) – a place where candidates can connect with your company, view open jobs, and see an authentic view into what it's like to work at the organization.



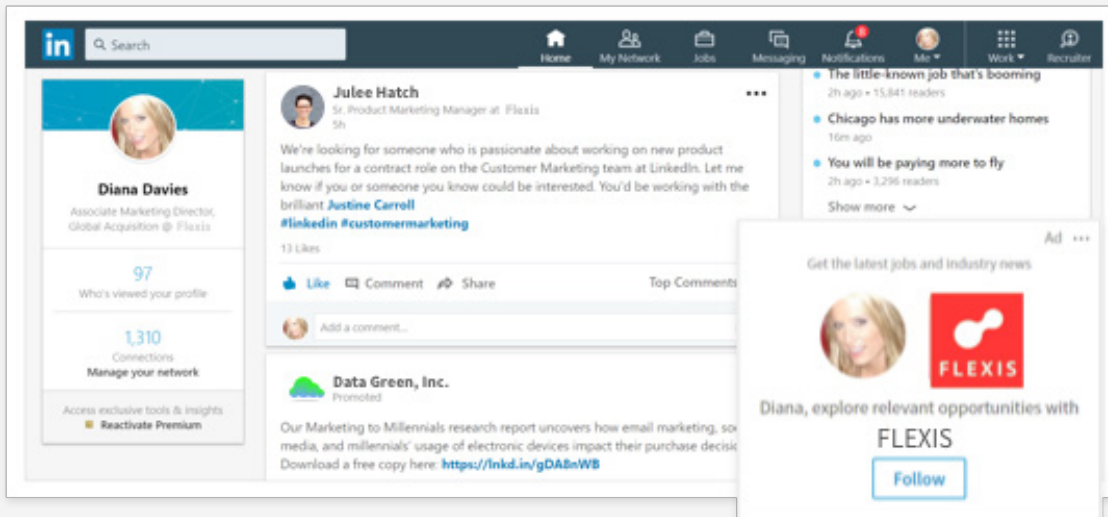
## EXPERT TIPS

- ✓ **Feature rich, original content:** For example, blog posts, company wins, employees in action, and awards.
- ✓ **Leverage videos:** For maximum impact, spotlight your company's culture, values, and community involvement.
- ✓ **Feature your employees' profiles or your leadership team:** Give candidates a sense of the diverse types of people that work at your company.
- ✓ **Tailor the experience based on who's visiting the page:** For example, you can create different versions of your Career Pages that cater to engineers or recent graduates.

## WORK WITH US ADS

# Leverage your employees' networks

[Work with Us Ads](#) appear on employees' profiles, in the LinkedIn feed, and throughout LinkedIn. You can promote your open roles and [Career Pages](#), increase followers, and reach precisely the talent you need.



## EXPERT TIPS

- ✓ Boost visibility for your company and open jobs overall — [Work with Us Ads](#), which get up to **50x** higher click-through rates than typical banner ads on LinkedIn.
- ✓ For more tips to inspire you to recruit like a marketer, access this helpful guide with **12** innovative examples.



## Social Media Savvy

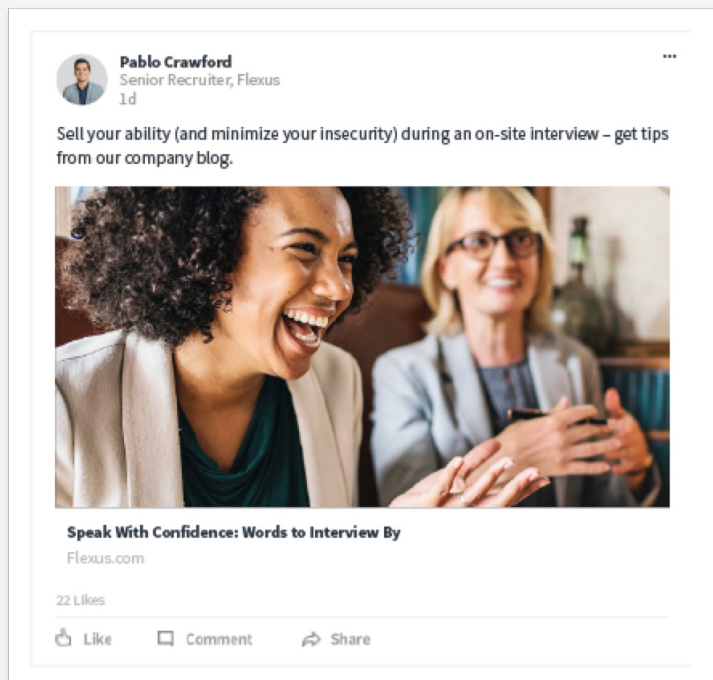
Reach new qualified candidates by creating a strong online presence. In fact, **56%** of recruiters say that social media is their best source for finding quality candidates.

Join the conversation on LinkedIn and reap the rewards. Also, our panel of experts will share insight into how to take your LinkedIn profile from good to great, become a thought-leader with [Pulse](#), and tap into the power of [Groups](#).

LINKEDIN.COM

## Establish and grow your presence

Social channels like [LinkedIn.com](https://www.linkedin.com) give recruiters different ways to find and engage new talent pools. In fact, [70%](#) of millennials use social media channels as their primary job search tool, which means it's where you need to be as well.



## EXPERT TIPS

- ✓ **Share** company news, product innovations, awards, or showcase involvement in the community.
- ✓ **Ask fun, interesting questions**, like:  
What was your first job? Best advice you've ever gotten? Most influential figure?
- ✓ **Highlight your culture** by sharing photos from events and happy hours, or post about the perks of the company and employee wins.
- ✓ **Post helpful articles** that are relevant to your industry and audience.
- ✓ **BONUS:** For additional inspiration and tips, access our [social media starter kit](#).

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## LINKEDIN PROFILES

# Introduce your personal brand

Viewing member profiles is the #1 activity on LinkedIn, so it's likely that your profile is the first place candidates visit to find information on you and your company. Here's how to use your profile photo and tag line (the copy that appears under your name) to make a strong first impression:

# 1

**Make sure that your face takes up at least 60% of the frame:**

Crop the picture from the top of your shoulder so that your face fills the frame.

# 2

**Wear what you'd wear to work:**

Clothes that match the level of professionalism at the office are best in order to set the tone for the candidates.

# 3

**Choose a background and clothes that aren't distracting:**

You want to be the focal point of your photo. Keep the background clean and simple.

# 4

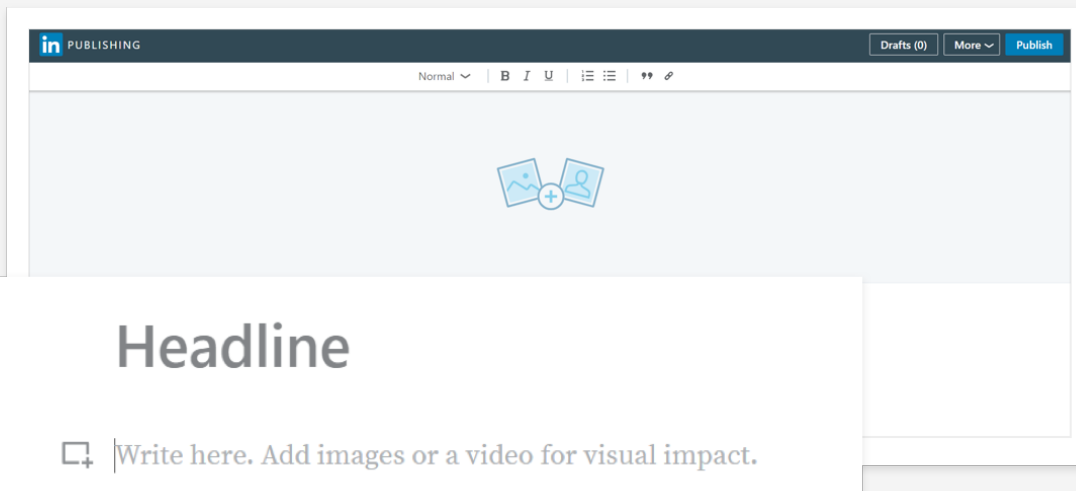
**Your headline should be your mission statement:** Make it short and catchy – it's your chance to promote the impact you strive to make as a professional.



## LINKEDIN PULSE

# Be a thought leader

When you've got something to say, writing longer posts on [Pulse](#), LinkedIn's publishing platform, is a great way to share your expertise with candidates and other professionals. Bonus: You'll get more followers (up to a [300%](#) uptick in Company Page followers) and more clout (about [45%](#) of readers are in the upper ranks of their industries).



## EXPERT TIPS

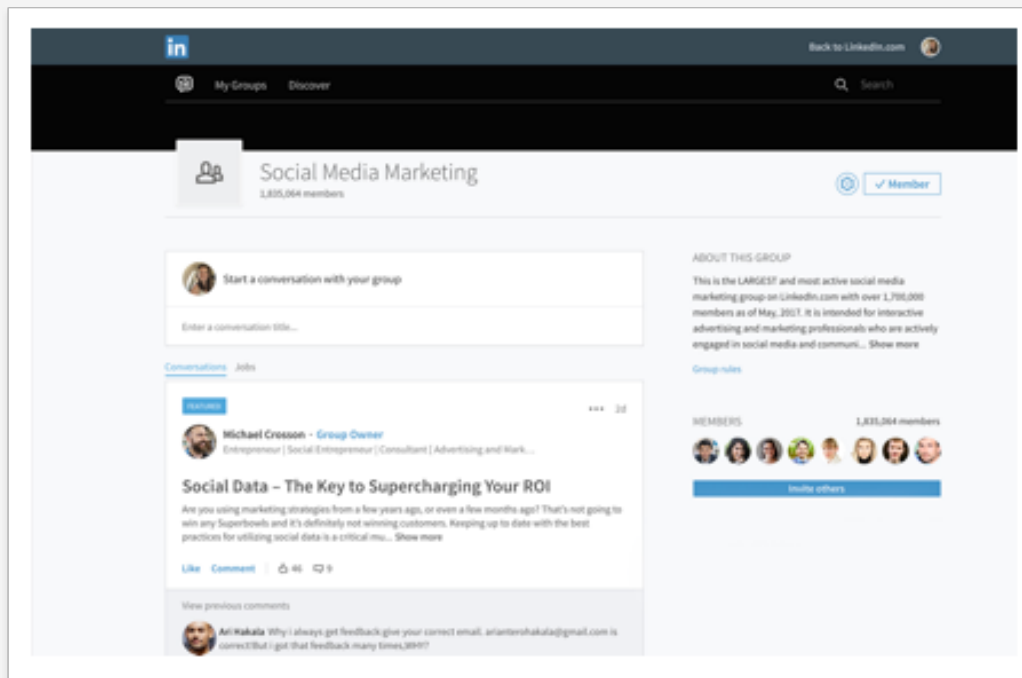
- ✓ **Position yourself as a thought-leader:**  
The more quality and relevant posts you create, the more people you'll reach and the stronger both your professional and employer brands will become.
- ✓ **A good place to start is with something personal to you:**  
professional challenges you've faced, opportunities you've seized, or important trends in your industry that stand out to you.



## LINKEDIN GROUPS

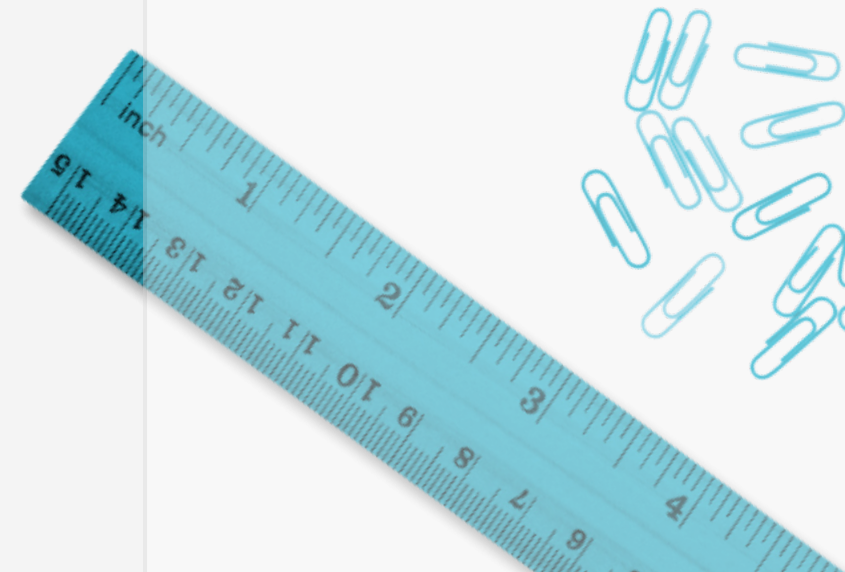
# Target specific talent pools

[LinkedIn Groups](#) are consistently among the most popular tools for recruiters who want to reach very specific talent pools. Groups provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts.



## EXPERT TIPS

- ✓ **Join groups that align with your hiring needs:** Find relevant groups based on either skill or roles that are most important to you.
- ✓ **Don't over-join:** You can join up to 50 groups at once, but it's best to start with a small list and look for groups with high engagement.
- ✓ **Participate:** Ask questions, provide answers, and drive conversation. Being active in groups extends your recruiting reach and leads up to 4x as many views from out-of-network members.





## Data Driven

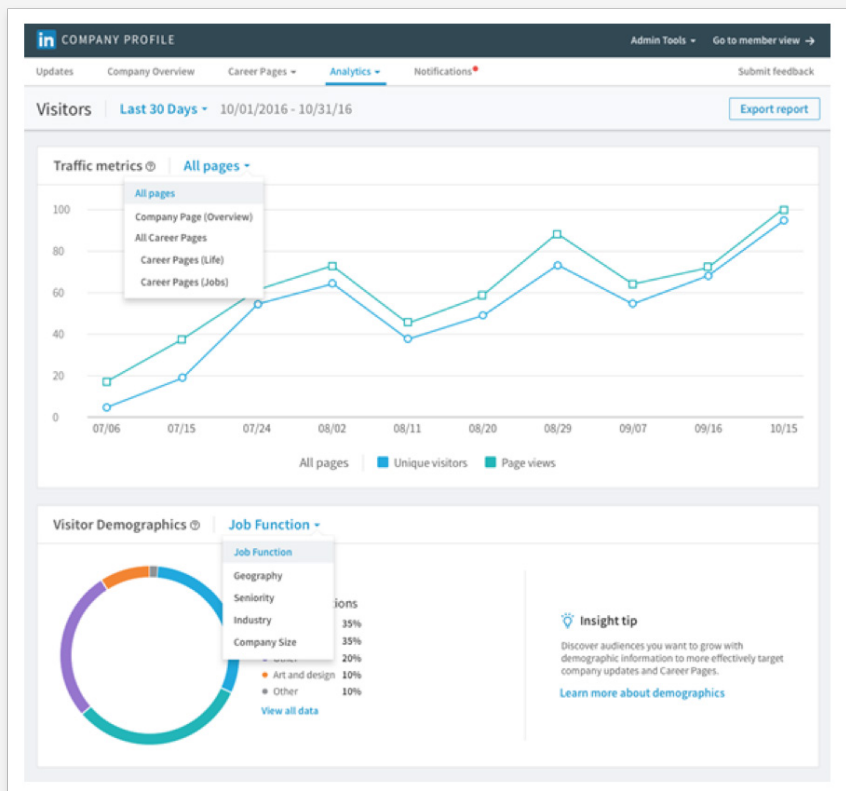
Our panel of experts ranked this as the most important skill a modern recruiter can have.

Numbers and data not only drive better decisions, but also build credibility as a trusted talent advisor. With [LinkedIn Talent Solutions](#), you'll have the right data at your fingertips that will enable you to make smarter recruiting decisions. Plus with LinkedIn Talent Insights, you'll be able to gain a deeper understanding of the addressable talent market and competitive landscape. Learn more about the tools you need to go from recruiter to talent advisor.

## LINKEDIN TALENT SOLUTIONS DASHBOARDS

# Tap into your analytics

You put a lot of effort into posting jobs, sending InMails, and creating your Career Pages, but is it paying off? With several LinkedIn Talent Solutions dashboards, you can track your performance and benchmarks – and adapt your strategy to constantly improve.



## EXPERT TIPS

- ✓ **Jobs Dashboard:** Find out who's interacting with your jobs, and modify your job descriptions if they aren't targeting your intended audience.
- ✓ **InMail Performance Dashboard:** Find out your current response rate and performance over time, and which templates perform the best. You can even find out what kind of candidates respond, based on things like role, schools, and more.
- ✓ **Career Pages Dashboard:** Look at your followers to better understand the quality and quantity of follower growth, and help ensure the targeted demographic aligns with your long-term hiring needs.

*\*Available globally in late 2018.*

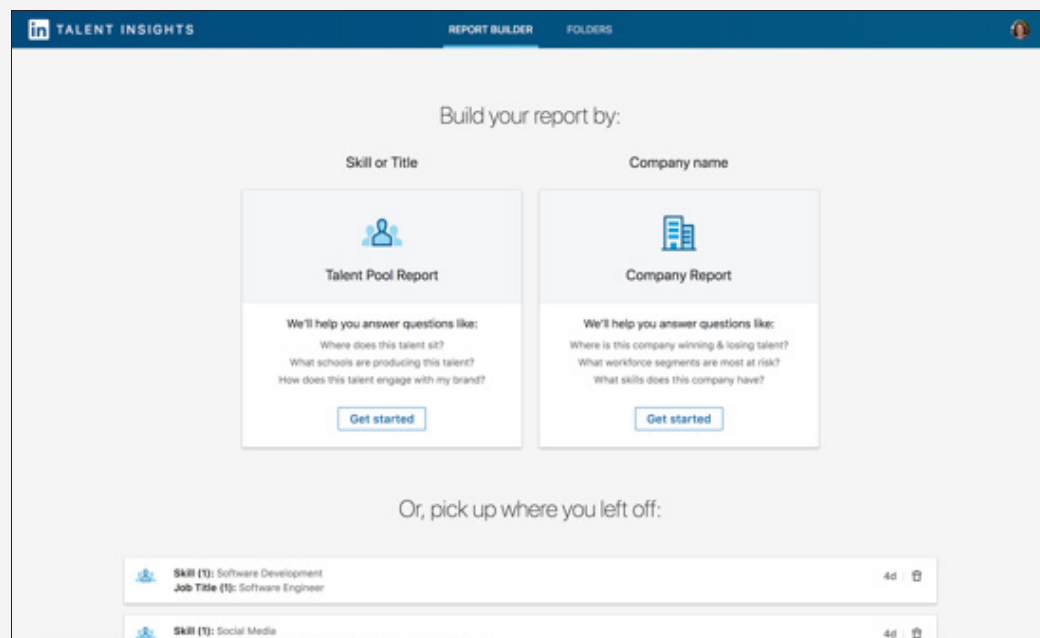


## INTRODUCING LINKEDIN TALENT INSIGHTS

# More insights, smarter decisions

LinkedIn Talent Insights is a new product that will, for the first time, give companies on-demand access to real-time, actionable LinkedIn data and insights on talent pools and companies. The product contains two modules:

1. Talent Pool Reports provide insights on a specific occupation and/or skill set.
2. Company Reports provide insights on a specific company's workforce.



## EXPERT TIP

- ✓ You'll be able to quickly build a deeper understanding of the talent market and competitive landscape to elevate your talent strategy, so that you can make smarter talent decisions more quickly and with confidence.

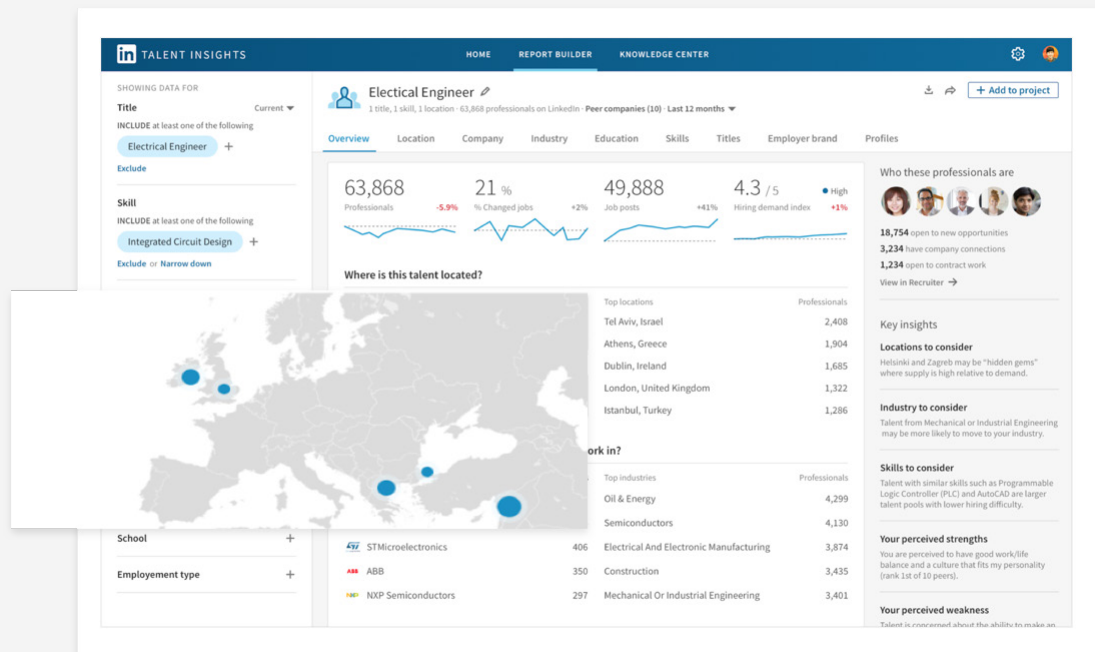
*\*Available globally in late 2018.*



## LINKEDIN TALENT INSIGHTS

# Access real-time, actionable talent insights

With [Talent Pool Reports](#), you can precisely define and understand the specific populations of talent that interest you. You can create talent pools by searching by title, skill, industry, and location.



## EXPERT TIPS

**You can answer key questions like:**

- ✓ Where are electrical engineers located across Europe?
- ✓ How difficult are they to hire?
- ✓ What companies are employing this talent?
- ✓ What schools are producing this talent?
- ✓ How engaged are they with my company on LinkedIn?

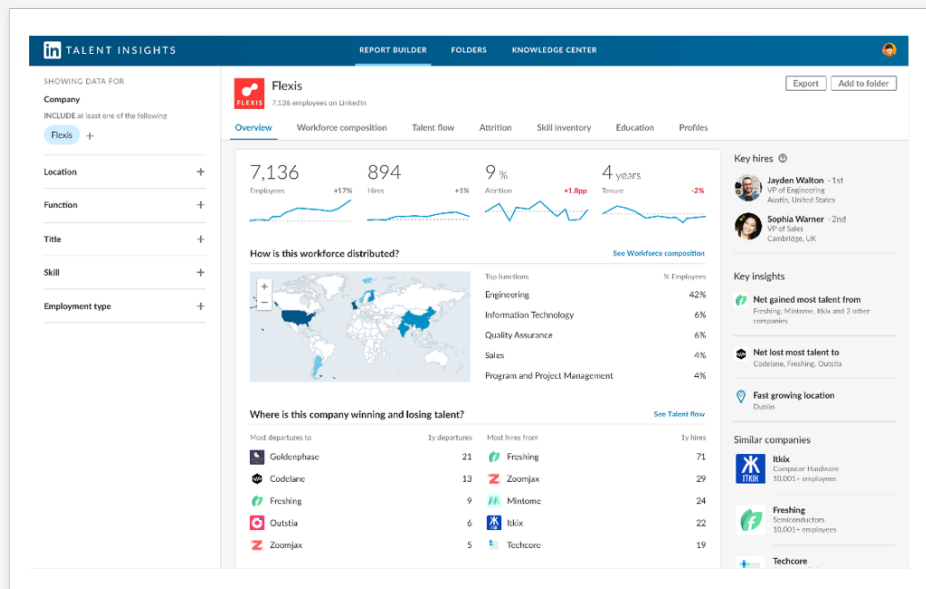
*\*Available globally in late 2018.*



## LINKEDIN TALENT INSIGHTS

# Find out in-depth company insights

**Company Reports** provide an in-depth look into a company's workforce on LinkedIn and how your company compares. With insights from both Company Reports and Talent Pool Reports, you will be able to inform critical decisions your organization is facing, including hiring strategy, employer branding, new office locations, workforce planning, and competitive intelligence.



## EXPERT TIPS

**You can answer key questions like:**

- ✓ How is company XYZ's workforce distributed by function and location?
- ✓ How tenured is this workforce?
- ✓ Where is this company winning and losing talent? From what companies? From what industries? From what locations?
- ✓ What skills does this workforce have and how is this changing?

*\*Available globally in late 2018.*



RECRUITING IS EVOLVING

# Stay competitive with LinkedIn Talent Solutions

No matter what skill you're looking to master, LinkedIn Talent Solutions offers the tools and insights to help you be the best recruiter possible. Ready to take your skills to the next level?

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# Recruiting solutions to find, attract, and engage the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 560+ million members worldwide, including 75% of the US workforce, LinkedIn is the world's largest professional network.

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